



# CommBank<sup>1</sup> Health Insights

How Australians spend on healthcare and what it means for businesses across the industry.

## A national picture of health spending



### Why the insights matter

Pinpointing changes in healthcare spending can help businesses adapt and make better decisions.



### The data we use

De-identified healthcare transactions from approx. 7 million Australians, scaled to represent the population.



### What the data tells us

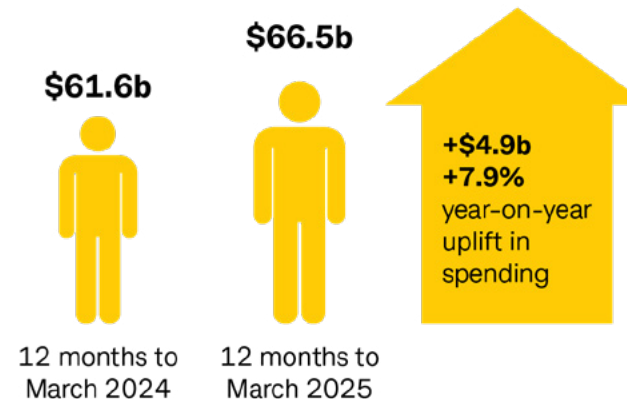
Shifts in how much people pay, how often they visit, and demand drivers across the healthcare industry.

In the year to March 2025, Australians spent more on their health, reaching an annual average of \$3,082 per capita. Total healthcare spending jumped 7.9% year-on-year.

With little movement in the proportion of the population spending on healthcare, people's spending habits in this essential category are largely unchanged. However, healthcare now takes a larger share of household budgets.

Industry-wide spending growth increased well beyond inflation, which rose 4.1% for the Health group in the 12 months to March 2025\*.

### National year-on-year spending on healthcare goods and services\*\*



\*The 4.1% Health group Consumer Price Index (CPI) refers to the percentage change between the March quarter 2024 and the March quarter 2025 only for this group. The Health group is one of many that comprise the All groups annual CPI figure of 2.4%, as published by the [Australian Bureau of Statistics](#) on 30 April 2025.

\*\*All data is sourced from CommBank iQ, comparing the period from April 2024 and March 2025 to the corresponding period from April 2023 to March 2024. All figures are based on spend per capita. Healthcare sectors included in this total are: health insurance, pharmacies, medical specialists, general practitioners, dental services, vets and pet services, optometrists, physiotherapists, chiropractic services and osteopaths and radiologists.



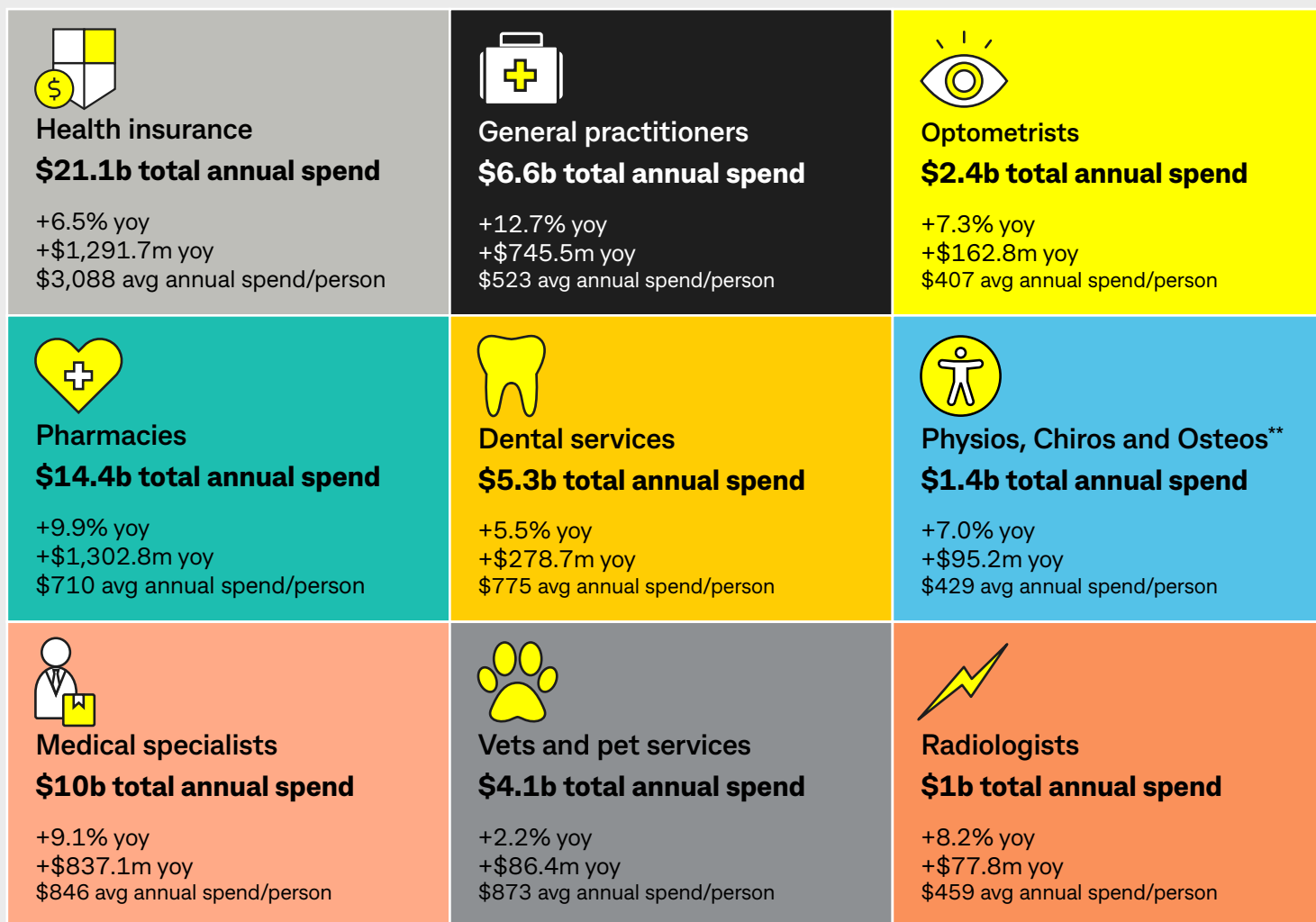


## **People are spending more in every health sector**

While the number of Australians spending on healthcare in the past year has only changed slightly, people have increased average expenditure and spent more on each transaction.

This is common in all sectors with the largest spending increases seen for general practices, pharmacies and medical specialists.

# Total year-to-date spending and year-on-year changes across healthcare sectors\*



\*Figures included for each sector include:

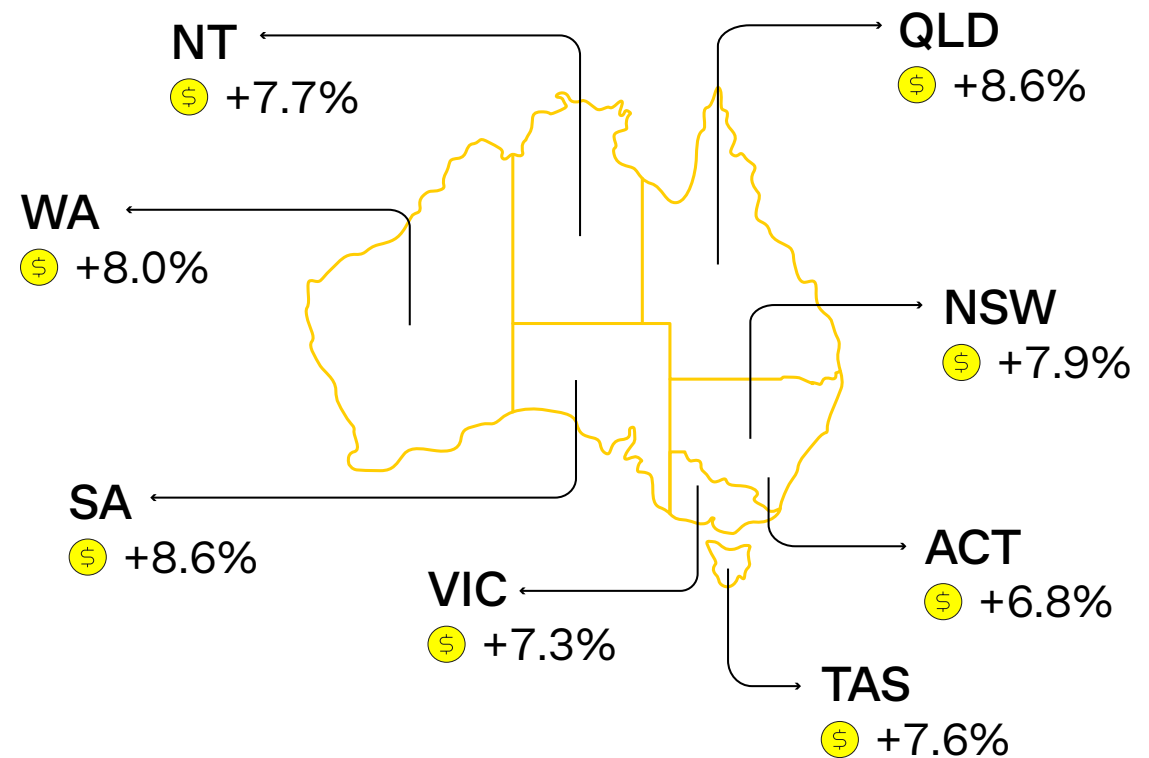
- Year-on-year percentage increase in spending, comparing the period between April 2024 and March 2025 to the same period a year prior.
- Year-on-year difference in total amount spent, comparing the period between April 2024 and March 2025 to the same period a year prior.
- Average annual spend per person between April 2024 and March 2025.

\*\*Physiotherapists, Chiropractic services and Osteopaths.

## Varied spending growth for States and Territories

Looking at annual healthcare spending across Australia reveals moderately different growth trends. Queensland and South Australia have led national growth, both recording an 8.6% yearly increase in industry-wide health spending, whereas the Australian Capital Territory experienced the lowest growth rate, at 6.8%.

**Total year-on-year spending growth on healthcare goods and services by location**

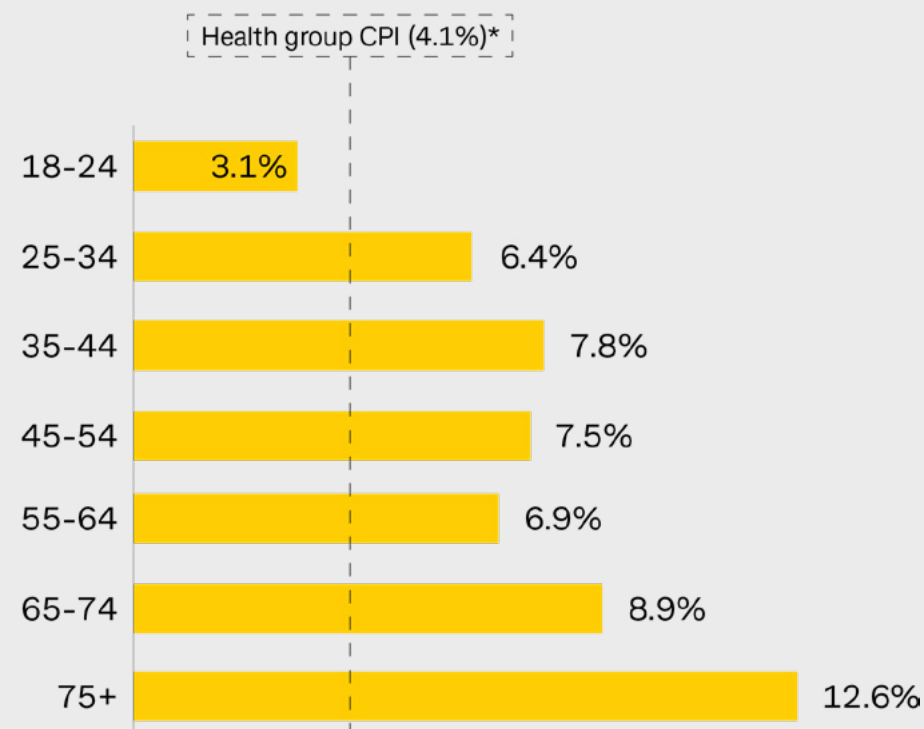


## Older Australians lead spending as youngest adults pull back

While young families and retirees account for the largest proportion of overall healthcare spending, growth rates are influenced by age. Here, spending among 18-24 year olds only crept up, and lagged behind annual inflation for the health group (4.1%)\*. This suggests spending declined in real terms, in line with broader cutbacks amid cost of living pressures. A fall in spending was recorded for certain health services, with 18-24 year olds winding back spending on physios, chiros and osteos\*\* (-5%), dental services (-4%) and optometrists (-4%).

Older Australians, who tend to have more healthcare needs, drove spending higher in almost all sectors. For over 75s, spending increased most for general practitioners (+18%), radiologists (+18%) and physios, chiros and osteos\*\* (+17%). The only sector where spending for the youngest and oldest age groups was on par was Health insurance, growing 12% for both.

**Total year-on-year spending growth on healthcare goods and services by age**



\*As noted on page 2, the Health group is one of many that comprise the All groups annual CPI figure of 2.4%, as published by the [Australian Bureau of Statistics](#) on 30 April 2025.

\*\*physiotherapists, chiropractic services and osteopaths.

## Spotlight on general practice

Spending on general practice records highest growth as visits climb

**5.4**

average annual visits per person, up 0.6% year-on-year

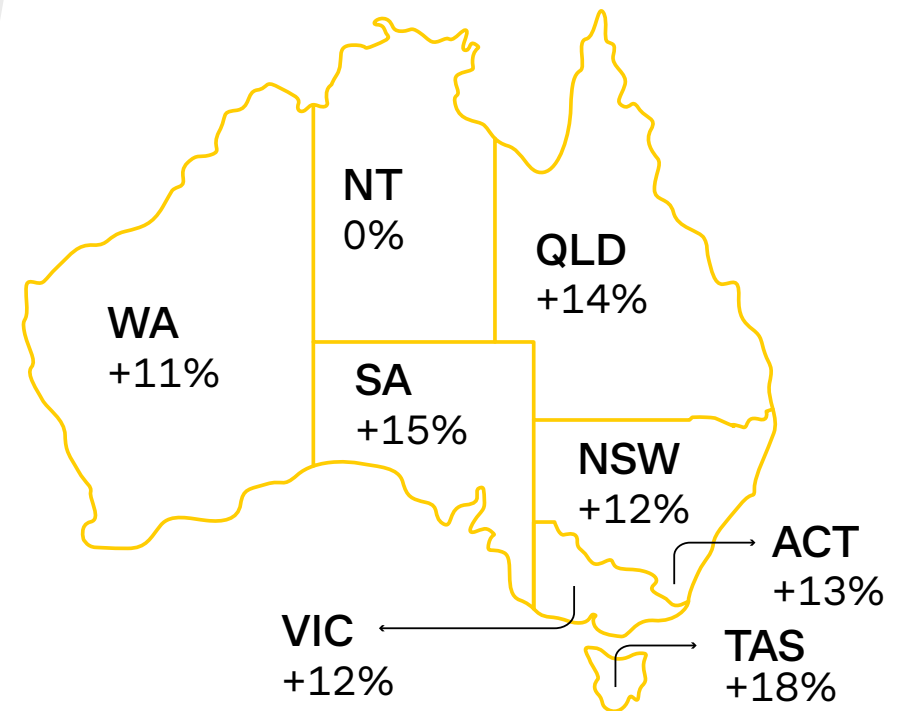
**\$97**

average spend per visit, up 8.9% year-on-year from \$89

Almost six in ten Australians visited a general practitioner in the past year, collectively spending \$6.6 billion, up 12.7%. The frequency of visits edged up, maintaining at an elevated level following a multi-year rise.

People are visiting more often and spending more per visit. This reflects elevated demand, rising costs and a shift towards private billing - keeping general practices focused on capacity, efficiency and delivering value through better patient experiences.

Year-on-year change in total spending on general practice services by location



Access to funding can help practices navigate expansion, manage cash flow and improve the patient experience. Learn about CommBank Health's banking solutions [here](#).

## Spotlight on dental services

**Fewer Australians visit the dentist, but those that do are in the chair more often**

**31.9%**

of people visited the dentist last year, down 0.8% year-on-year

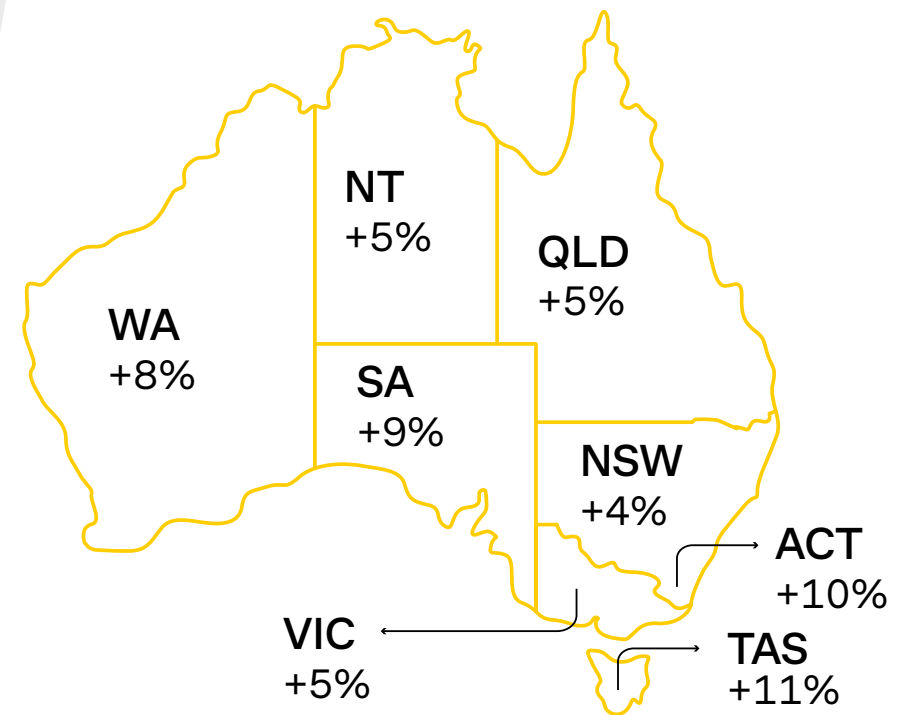
**2.4**

average annual visits per person, up 1.4% year-on-year

The almost one in three patients who visit the dentist now come back more regularly. This, and a 4.4% annual increase in what they pay per visit to \$321, has helped lift overall spending by 5.5%.

Spending growth on dental services is led by older generations, with over 75s lifting by 14%. 18-24 year olds were the only group to trim their purchasing, down 4%.

**Year-on-year change in total spending on dental services by location**



From new fit-outs and chairs to digital imaging equipment, asset finance can help clinics meet patient expectations. Learn about CommBank Health's banking solutions [here](#).



## Spotlight on pharmacy

Spending on pharmacies leaps higher, particularly for online purchases

**28%**

online spending growth compared to 9.1% in-store

**\$42**

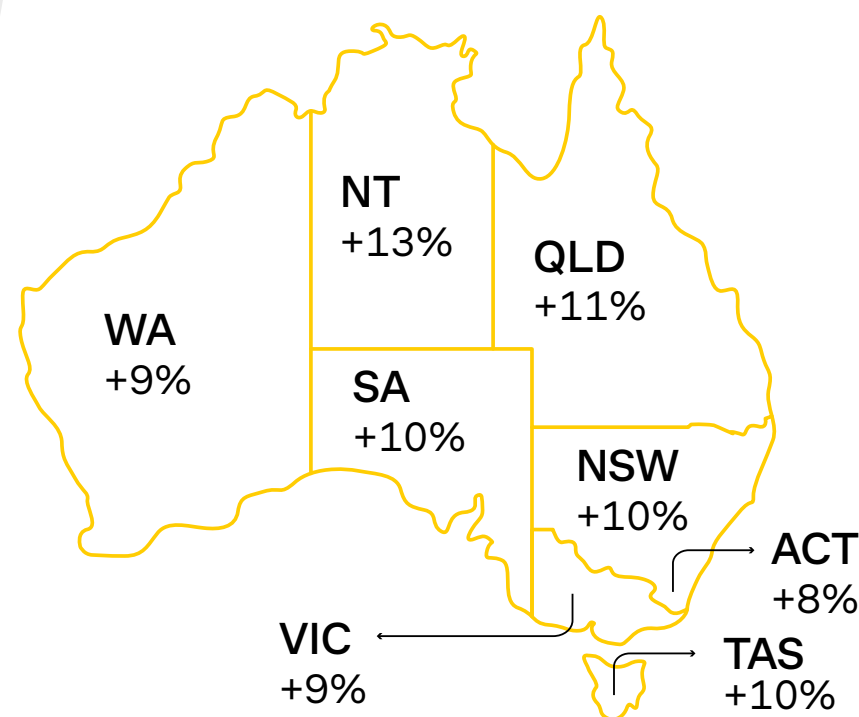
average spend per purchase, up 6% year-on-year from \$40

While overall pharmacy sales increased year-on-year, both online spending and frequency of transactions saw higher growth than in-store.

While in-store spending is far more common, accounting for 95.1% of total sales last year, those buying online spent significantly more each time. Here, the average online purchase was \$101 and \$41 for in-store.

This suggests Australians are filling more scripts and orders online, potentially drawn to the convenience of digital purchasing options.

Year-on-year change in total spending on pharmacies by location



Pharmacies can benefit from tools that make it easy to take and manage payments both remotely and in-store. Learn about CommBank's Smart Health for Pharmacies solution [here](#).

## Spotlight on allied health

### Spending on allied health services lifts, driven by older Australians

**5.4**

average annual visits per person, up 0.8% year-on-year

**\$79**

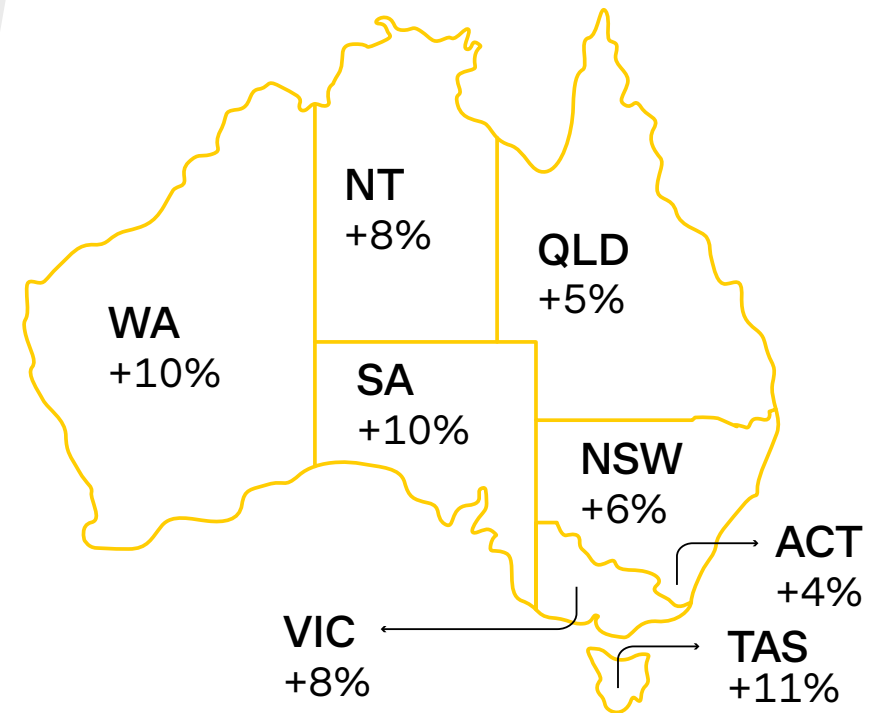
average spend per visit, up 4.1% year-on-year from \$76

Total spending on allied health services, including physio, osteo and chiro\*, rose 7% in the past year to \$1.4 billion. While there was no change in the number of Australians purchasing, average visits to providers increased alongside the amount people pay per visit.

Older Australians spent more in the past year, with over 75s seeing a 17% uplift. When accounting for inflation, people between 25-34 contracted their spending in real terms (+2%), while 18-24s cut back on allied health spending more deeply (-5%).

\*physiotherapists, chiropractic services and osteopaths.

### Year-on-year change in total spending on physio, osteo and chiro services by location



While patient numbers remained steady, revenue per patient has risen. That is likely to make retention and the overall experience an ongoing focus among providers. Learn about CommBank's Smart Health for allied health solution [here](#).

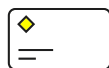
# About CommBank Health

## Smarter, simpler banking - built for healthcare

CommBank's national team of specialist healthcare bankers understand your industry and support businesses across Australia.

Our tailored banking solutions grow with you, from streamlining payments and financing business expansion to purchasing a property.

Here's how we can help:



### Smarter payments experiences

Simplify health payments and claims, reach customers and boost productivity with CommBank Smart Health.



### Flexible business lending

Launch, grow or modernise your healthcare business with financing that suits your needs.



### Personal finance solutions

Fund training to advance your career or access healthcare-exclusive home lending.



### Deep Industry knowledge

Access specialist healthcare bankers in metro and regional locations across Australia.



Talk to CommBank Health about how we can help support your healthcare business.



Click [here](#) to schedule a call with a CommBank Health Banker



[www.commbank.com.au/healthcare](http://www.commbank.com.au/healthcare)

## Things you need to know

CommBank Health partnered with CommBank iQ to produce the Health Insights report. All data is sourced from CommBank iQ, that uses Australia's largest transactional dataset to evaluate spending behaviours. This includes online and in-store transactions from approximately 7 million Australians.

This analysis is based on CommBank iQ data covering spending in nine healthcare sectors from 01 April 2024 to 31 March 2025 and the same prior period. These sectors include: general practice, dental services, medical specialists, radiologists, pharmacies, optometrists, physiotherapists, chiropractic services and osteopaths, vets and pet services, and health insurance. All figures are spend per customer unless otherwise stated.

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